

UBM Electronics | Editorial Team

The largest, the most experienced, the most connected staff of content experts in the business.

Meet the UBM Electronics Executive Editors

Karen Field | Director of Content/Media | Karen.field@ubm.com



A former mechanical design engineer, Karen Field brings more than 20 years of experience working in media targeted at electronics and electromechanical design engineers, including EE Times, Electronics Weekly, and EDN. A hallmark of Karen's work has been the creation of highly unique products that leverage conventional and cutting-edge media, showcase

community-generated content, and generate new revenue streams. Karen is the architect of many new content types that transcend traditional B2B media, including the popular Made by Monkeys blog on Design News and the manga-style comic strip Slack Variable. In addition to heading up content strategy and vision for UBM Electronics, she is currently focusing on mobile apps, K-12 STEM initiatives, and the creation of new professional networking experiences for design engineers. Karen holds a BSME from the University of Minnesota and an MBA from Boston University.

Junko Yoshida | Editor-in-Chief, EE Times | junko.yoshida@ubm.com



Junko Yoshida is an 18-year veteran of high-tech journalism, having served as a correspondent, bureau chief and consumer electronics editor for *EE Times* in Tokyo, Silicon Valley and France. She has covered break-through developments in audio/visual codes, digital TVs, DVDs, Mobile TV and RFID. Prior to joining *EE Times* in 1990, Junko has won numerous editorial awards, including

first place for "Best Exclusive Story (2002) among all then CMP-owned publications. Educated in both the United States and Japan, Yoshida holds a BA in social science from Hitotsubashi University.

The Most Connected Content Experts in the Business

Our more than 30 editors have a combined 400+ years of experience. They deliver information that informs, educates and provokes, and provide engineers and technical managers with the news, analysis and product and design information they need to make the best informed business and design decisions.

For the complete UBM Electronics editorial contact list, visit
<http://ubmelectronics.com/editorial-contacts/>

About UBM Electronics

UBM Electronics, a UBM company, is the global leader in media and marketing services for the electronics industry. Each month more than 2.2 million global electronics industry professionals engage with our online, event and print brands and communities. We serve marketers with targeted, deep and measurable engagement with our audience, and we offer innovative, next-gen marketing services built around industry-leading editorial content.

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David Greenfield | Editorial Director, Design News | david.greenfield@ubm.com



David Greenfield has covered the engineering, manufacturing and related technology industries, ranging from plant floor sensors and control to enterprise software, since 1991. Prior to joining Design News, he served as editorial director of Control Engineering and as publisher of Manufacturing Business Technology. Prior to his editorial roles in industry technology media, Greenfield launched his career at CNN's World Report. He is known for aggressively exploring the use of social media platforms to connect directly with the audience. One of the groups he started in 2009 attracted more than 11,000 members in less than two years. His principal content strategy revolves around connecting the audience's primary job responsibilities with industry and technology trends to develop a flexible editorial blueprint designed to drive integrated, multimedia deliverables with high levels of audience interaction. Greenfield holds a BA in journalism from Georgia State University.

Rick Nelson | Editorial Director, Test & Measurement World | richard.nelson@ubm.com



Rick Nelson is an award-winning technical journalist with extensive reporting, writing, editing, and editorial-management experience covering the electronics industry. He has worked effectively in print and online media to provide compelling content to Test & Measurement World's readers. He is active in industry events, having organized and participated in panel discussions at venues including Semicon West, Semicon Europa, Autotestcon, the VLSI Test Symposium, and the International Test Conference. He has served editorial functions at EDN and other magazines as well as Test & Measurement World. He has six years electrical engineering experience, having worked at General Electric and Litton Industries.

Ron Wilson | Editorial Director of ESD, EDN & EE Times Designlines | ron.wilson@ubm.com



Ron Wilson is responsible for setting the editorial direction for the various properties within UBM Electronics including Embedded Systems Design Magazine, Embedded.com, the global Embedded Systems Conferences, and all custom events. He also leads the execution for global growth strategy for the Embedded Systems Conferences. Wilson has 38 years experience in the electronics industry. He held a variety of editorial positions with EE Times from 1991-2006. He also served as a writer and publisher of ISD Magazine and has written and edited for EDN Magazine and Computer Design. Wilson is a pioneer in the electronics marketplace having created the first virtual event in 2002 entitled SOC-Online and created the EE Times Industry Challenge series. Wilson holds a BS in Applied Science from Portland State University.

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Brian Fuller | Editorial Director, EE Life | brian.fuller@ubm.com



Brian Fuller brings more than 27 years worth of journalism and new-media experience to his job as Editorial Director of EE Times' EE Life community. This is his second tour of duty with EE Times. The first was 15 years from 1992-2007 and included six years as editor-in-chief. In the years in between, Brian was senior vice president for Digital Media and Content Creation at Blanc & Otus, a public-relations agency, and director of content and community for Numetrics, a technical software firm. Prior to joining EE Times, he was managing editor for the San Jose Business Journal, managing editor of the Providence Business News and a reporter and bureau chief for United Press International in Indiana and Rhode Island.

Bolaji Ojo | Editor-in-Chief, EBN | bolaji.ojo@ubm.com



Bolaji Ojo is editor in chief of EBN, the premier online community for supply chain professionals. He has covered business, politics and technology over the last 25 years in Africa, Asia, Europe and North America before specializing on the dynamics of procurement, pricing, outsourcing and the often mindboggling tasks of orchestrating manufacturing in the fast-paced electronics market. In addition to discussing arcane supply chain issues, Ojo enjoys trolling through corporate financial results and previously worked as Business Editor for *EE Times* and editor-in-chief of *Electronics Supply and Manufacturing Magazine*. Prior to joining United Business Media, Ojo worked at Bloomberg News, Futures World News, and Asia Inc., a Hong Kong-based publication that chronicled the rise, fall and rise again of the world's fastest-growing economic region. Ojo holds graduate degrees in Journalism from Columbia University, New York, and International Relations, from Nigeria.